

YOUR COMMUNITY BUSINESS SURVEY

1. What type of business do you currently operate on YOUR COMMUNITY Main Street? (e.g., auto repair, retail apparel, beauty services, grocery, etc)

a. _____

2. How many people does your business employ?

a. _____ 1 - 5 _____ 16 - 20
b. _____ 6 - 10 _____ More than 21
c. _____ 11 - 15

3. Has the number of employees changed during the past five years?

a. _____ Increased _____ No Change
b. _____ Decreased

4. What are your days and hours of operation?

i. <u>Days</u>		<u>Open</u>	<u>Close</u>
b.	_____ Sunday		
c.	_____ Monday	_____	_____
d.	_____ Tuesday	_____	_____
e.	_____ Wednesday	_____	_____
f.	_____ Thursday	_____	_____
g.	_____ Friday	_____	_____
h.	_____ Saturday	_____	_____

5. How long have you been located in downtown? _____ years

6. How have your sales changed during the past five years? (Answer only if located in downtown for five years or longer.)

a. _____ Increased by _____ percent _____ Remained the same
b. _____ Decreased by _____ percent

7. Do you plan to expand or reduce operations in downtown in the near future?

- a. _____ Expand
- b. _____ Reduce
- c. _____ No plans

8. This is a two-part question. Part 1 deals with the **importance** of various factors in influencing your customers to shop in downtown. *Please rate on a scale of 1 to 5 with 1 meaning very important and 5 meaning Not important.* Part 2 asks for your perception of downtown's current **performance** in the same areas. (*Please rate on a scale of 1 to 5 with 1 meaning Excellent and 5 meaning Poor.*)

Part 1: How important is each of the following factors in your customers' decision to shop in downtown?

Part 2: How does downtown currently perform in each of the following areas?

Selection of merchandise	_____	_____
Extended shopping hours	_____	_____
Price/Value	_____	_____
Quality of businesses	_____	_____
Traffic Control	_____	_____
Promotions	_____	_____
Customer Service	_____	_____
Familiarity with area	_____	_____
Cleanliness of area	_____	_____
Parking	_____	_____
Crime Control	_____	_____

9. What are the major advantages or opportunities of being located downtown?

10. What are the major disadvantages or problems of being located downtown?

11. Do you own or rent your store/business site? _____ Own _____ Rent

What is your monthly rent? _____

If located at the same site, what was your approximate monthly rent 3 years ago? _____

How long is your lease period? _____

12. What is the approximate square footage of your store or office premises? _____ square ft.

13. How satisfied are you with your present location? (*Please rank on a scale of 1 to 5, with 1 meaning Extremely Satisfied and 5 meaning Very Dissatisfied.*) _____

14. If you own, do you plan on any exterior rehabilitation or renovation in the near future?

_____ Yes _____ No _____ No Plans

If yes, what sources of funding do you plan to use? _____

If no, why not?

15. Which category describes most of your customers?

_____ Downtown employees _____ Tourists
_____ Local consumers _____ Students
_____ Other (specify): _____

16. How old are most of your customers?

_____ Younger than 19 _____ 35 - 54 _____ All age ranges
_____ 19 - 34 _____ Older than 55

17. What percentage of your customers come from the following areas?

_____ Downtown employees _____ Community residents
_____ West Valley _____ Salt Lake City
_____ Don't know

18. Are there businesses in town that help support your business?

_____ Yes _____ No

If yes, please name the business: _____

19. What other businesses in downtown would enhance your business?

20. This is a two-part question. Part 1 deals with the **importance** of various business services

being located in downtown. *Please rate on a scale of 1 to 5 with 1 meaning Very Important and 5 meaning Not Important.* Part 2 asks how **available** are quality services in each of the following categories. *Please rate on a scale of 1 to 5 with 1 meaning Very Available and 5 meaning Not Available.*

Part 1: How important is it to you to have the following services available in downtown?

Part 2: How available in downtown are quality services, as listed below?

Appliance Repair	_____	_____
Auto Repair	_____	_____
Banks	_____	_____
Copy Center	_____	_____
Day Care	_____	_____
Dry Cleaner	_____	_____
Entertainment/Recreation	_____	_____
Exercise Studio/Gym	_____	_____
Hair/Beauty Salon	_____	_____
Health Care	_____	_____
Law/CPA Offices	_____	_____
Shoe Repair	_____	_____
Other (specify _____)	_____	_____

21. What is the most important project that the Main Street program can undertake to improve the downtown area?

22. a) Where is your major competition located? _____

b) What is the greatest strength of your competition's location? _____

c) What is the greatest weakness of your competition's location? _____

23. How interested are you in receiving education (publications, seminars, etc.) on:

Financial assistance	Very	Somewhat	Not interested
Marketing	Very	Somewhat	Not interested
Business planning	Very	Somewhat	Not interested
Retail display	Very	Somewhat	Not interested
Building design	Very	Somewhat	Not interested

Property improvement Very Somewhat Not interested
Other (specify: _____)

If you would like information on any of the above items, or a workshop, please provide your name and address and phone number:

THANK YOU FOR YOUR ASSISTANCE!

Note: You will want to determine the effectiveness of various downtown promotions or recent improvements (from the business owners point of view) in increasing downtown sales. For instance, you may want to ask them to rate, on a scale of 1 to 5, the various downtown activities:

- Concert, Brown Bag lunch series
- Sidewalk sale
- Downtown festival
- etc.

This list will vary greatly by community.